



JASON LANG

WEST MEMPHIS FIREFIGHTER





Sgt. Joshua Caudell



Division of Correction



**WORKFORCE
DEVELOPMENT**



INFRASTRUCTURE



NEW ECONOMY JOBS



**STRENGTHEN
ARKANSAS FAMILIES**

W.I.N.S.

IN 2022



10 Minutes Matter Reading Campaign



humanservices.arkansas.gov

The Importance of Reading to Young Children

Brain Development

- 90 percent of brain development happens in the first five years of life
- Studies have shown that reading one short book per day to young children can increase their vocabulary by 300,000 words and five books to 1.3 million words by the time they start school.
- Helps children develop listening and language skills supporting overall cognitive development

But Did You Know?

- Reading creates a wonderful bonding experience between parent and child starting at birth.
- Stimulates imagination and expands children's knowledge of the world
- Strengthens social/emotional development in young children by teaching them words to express their feelings

10 Minutes Matter Campaign

- DHS and DCCECE is launching a reading campaign with the goal of getting all parents comfortable with idea of reading to their children every day.
- Provide tools for child care centers, schools, pediatricians, and anyone who wants to promote reading.
- Launches March 1 – asking you to help us share the information and the importance of reading



10 Minutes Matter Campaign

- Online toolkit
- Videos
- Media effort
- Internal and external efforts
 - Child care providers
 - Pediatricians
 - DCFS staff
 - Dept. of Education
 - TVs in lobbies of DHS offices
 - Social media



**Want an easy way to
boost children's brain
development and
increase vocabulary?**



**Read to them at
least 10 minutes
every day.**

ar.gov/10minutes



A Few Tips

- Select age-appropriate books-board books with pictures and simple words for infants and toddlers
- DCCECE has recommended early childhood book list for children birth -5 on AR Better Beginnings website.
- Don't forget about older children-even if they are reading-chapter books are a fun way to keep that connection or create a family reading time and allow time for sharing.
- There might be an elderly person in your family or community who would appreciate being read to as well.

Get Involved

- Local communities have many ways for DHS to support literacy efforts from public library activities, Dolly Parton's Imagination Library, Free Little Libraries and other literacy organizations across the state
- Consider a volunteer activity involving reading to young children
- Don't forget the children, youth and clients that DHS serves

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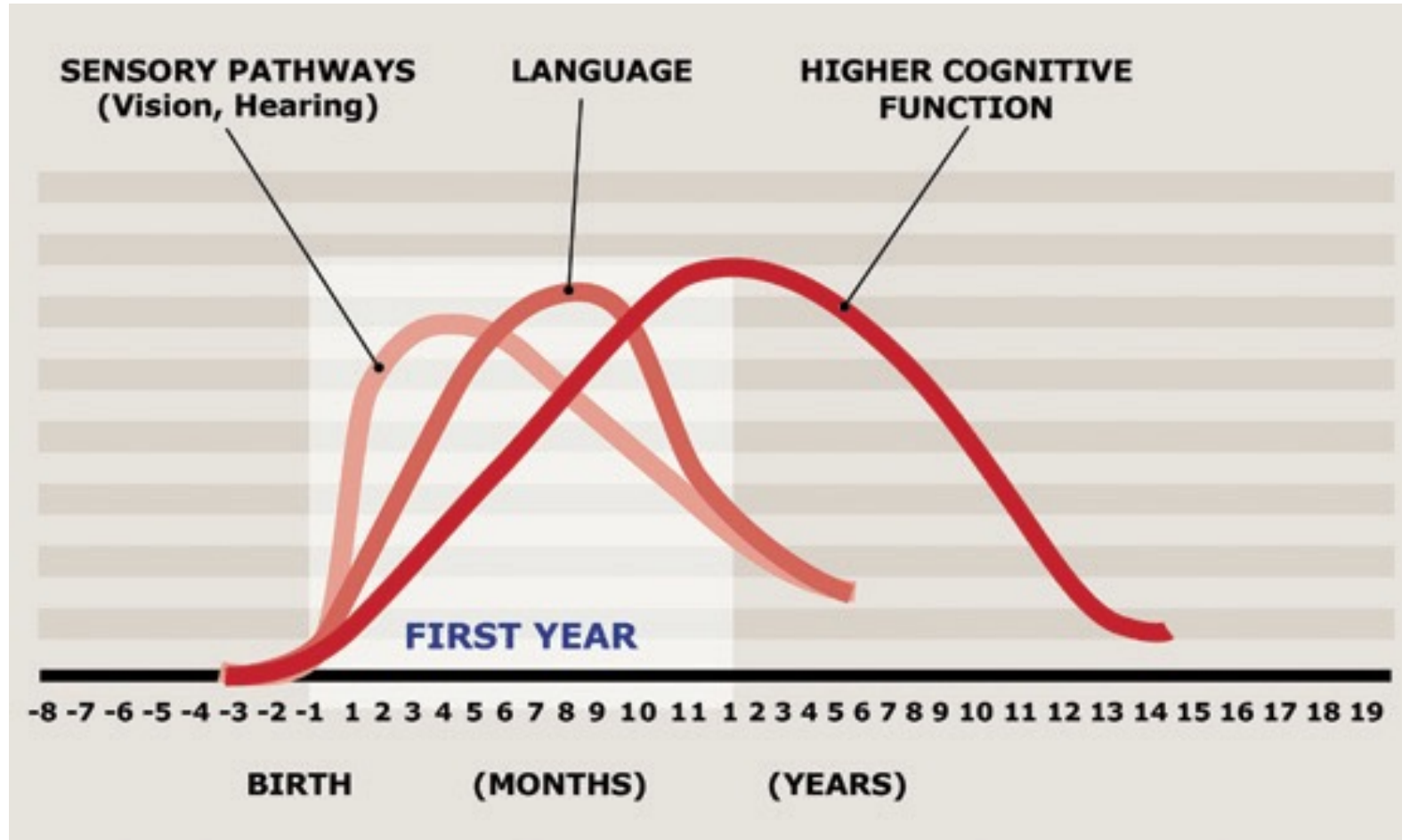
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Reading Matters

Brain Development



We Care. We Act. We Change Lives.



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